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**6.6 MILLION VISITORS ANTICIPATED TO NH FOR THE SPRING SEASON, WITH SPENDING
EXPECTED TO BE NEARLY \$795 MILLION**

Spring Skiing and Maple Sugar Packages Very Popular This Time of Year!

Concord, New Hampshire, March 8, 2010 – Spring skiing, outdoor recreation, maple sugaring, visiting friends and relatives, and tax-free shopping are the top reasons for visiting New Hampshire during the spring season.

According to a report prepared for the New Hampshire Division of Travel and Tourism Development by the Institute for New Hampshire Studies (INHS), an estimated 6.6 million visitors are expected to New Hampshire during the upcoming 2010 spring season, up by one percent from a year ago. Spending by tourists and business travelers is anticipated to be nearly \$795 million, up by approximately two percent over last spring.

“Spring is nearly here and New Hampshire has outstanding attractions to offer – from spring skiing to maple sugaring,” said Alice DeSouza, director of the State Division of Travel and Tourism Development (DTTD). (www.visitnh.org) “The weather forecast is ideal for great spring skiing and riding. We are confident that travelers from throughout New England will visit us and that many will take advantage of our special lodging packages to make a long weekend out of it! Our Canadian neighbors also love to visit New Hampshire this time of year. Before we know it, the lilacs and lupines will be in full bloom!”

For trip ideas, seasonal videos and itineraries, and to take advantage of the many money saving offers from all parts of the state – from businesses to attractions and lodgings, go to the NH Division of Travel and Tourism Development website at www.visitnh.gov.

“Our new spring-themed homepage debuted this week, with spring events listings, interesting and educational itineraries and searchable listings for restaurants, lodgings and attractions throughout the state,” added DeSouza.

Go to www.visitnh.gov to see the new home page, order a visitors guide or view e-book versions of the Visitors Guide and State Parks Guide.

You can also join the social conversation with New Hampshire by checking us out on [Facebook \(VisitNH\)](#), [Twitter \(VisitNH\)](#) and [Flickr](#), now with seasonal spring backgrounds!

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

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